

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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December 23, 1996

RJR Account #431520
MOHAWK

FEBRUARY DORAL B2G1F / PROMOTION #700046

DORAL B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Kg	12300-23883	1
Light 100	12300-23881	1

Product / Premium Arrival:

January 20, 1997

Ship Date to Retail:

Week of: January 27, 1997

SKU CUBE:

1.3600

SKU WT (w/o Product):

4.0000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$89.78

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B2G1F
MOHAWK

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162303

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALE PACKING INSTRUCTIONS

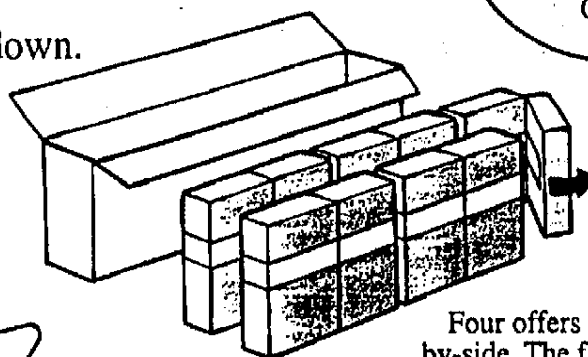
VALUE ADDED PROMOTIONS - 1ST QTR.'97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

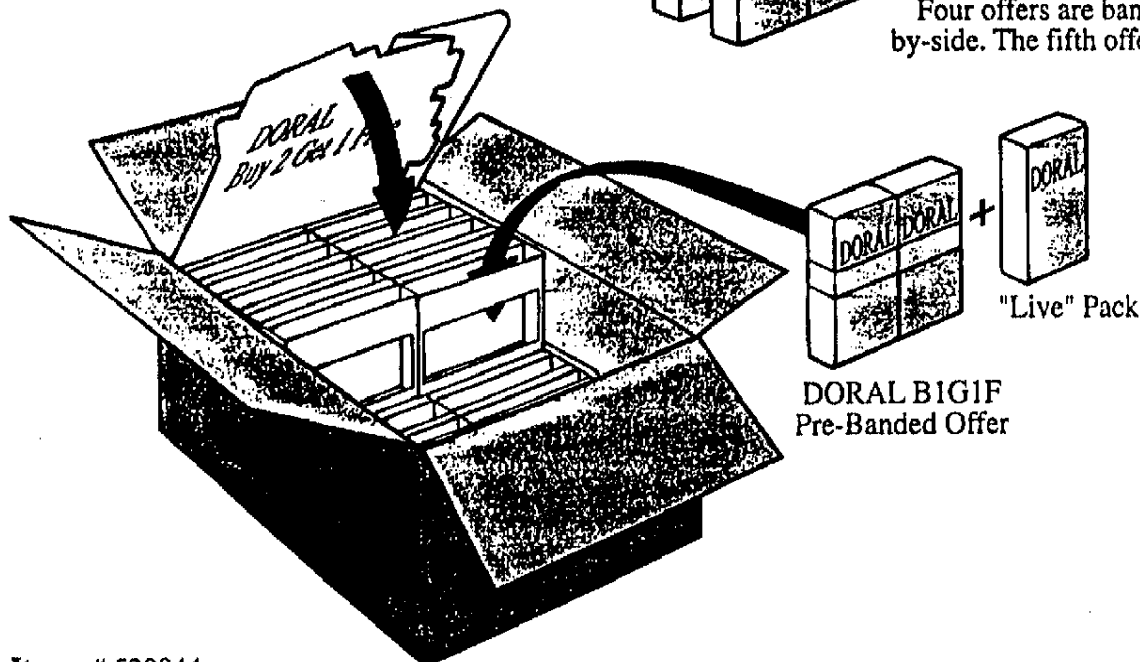
STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



Item: # 520844

Description: DORAL B2G1F Sleeve Kit

Brand Style	FF Kg B1G1F	LT 100 B1G1F	X	FF Kg LIVE	LT 100 LIVE	
Number of Cartons	2	2	X	1	1	

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SN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 96-12-13
TIME: 03:56 PMWHOLESALER : 431520 MOHAWK CANDY & TOB. CO., INC. <DIRECT>
TEMPLATE : 700046 70200 DOR FEB B2G1F
TEMPLATE SEQ : 0002
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	130750	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	12010	1				(518)843-4808
162303	162234	474987	BOBBY'S	7209 MOHAWK DRIVE	TRIBES HILL	NY	12177	2				(518)829-7007
162303	162322	177172	MOHAWK DAIRY STORE	260 FOREST AVE	AMSTERDAM	NY	12010	1				(518)842-4940
162303	162322	177202	FAST FILL N SNACKS	72 GUY PARK AVE	AMSTERDAM	NY	12010	1				(518)842-4620
162303		586053	BILLS BEVERAGE	261 E MAIN ST	AMSTERDAM	NY	12010	1				(518)842-7050
162303	162234	671343	FUEL & FOOD	3006 RD 1 & RT. 3	GLOVERSVILLE	NY	12078	1				(518)661-6917
162303		767846	PIC N TOTEM	165 W MAIN ST	AMSTERDAM	NY	12010	1				(518)842-7847

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 8

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

01/29/97

ACCOUNT NUMBER: 431520	MOHAWK CANDY & TOB
VOUCHER NUMBER: 15341669	UPPER CHURCH STREET
DATE WRITTEN: 01/29/97	R. D #5
STATUS: PAID	AMSTERDAM , NY 12010
AMOUNT PAID: 28.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	1.00	28.00

EXPLANATION: DOR B2G1F 700046 / 162303

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